"2061034139"

Greetings!

The best thing about a New Year is the chance to move in new directions, try new things and discover new favorites.

That's what the enclosed coupons are for. They're worth up to $15 on some of America's favorite cigarettes -- Benson & Hedges, Merit, *Virginia Slims*, Superslims and *Parliament* Lights.

Each coupon allows you to try the brand you prefer, in your choice of flavor and style...all for a very special "by invitation only" carton price. (Be sure to indicate your brand preference by checking the appropriate box on each coupon.)

We hope you enjoy discovering the 'First Class' taste of America's Premium Cigarette Brands. And we wish you many more happy discoveries in 1992!

Happy New Year!

Ellen Merlo

Ellen Merlo
Vice President
Marketing Services

Detach here.

Go First Class all the way.

This smart set of two matching leather luggage tags can be yours with our compliments. Personalized name cards (included) add a First Class touch, and allow you to fill in your personal data.

They're yours free with just 6 carton UPCs for trying America's Premium Cigarettes.

tags shown at actual size.

(Offer limited to smokers 21 or older. Void where prohibited, licensed or taxed. Offer good until 1/31/93 or while supplies last. No facsimiles accepted. Allow 6 to 8 weeks for delivery.)

To order:
Complete and sign below. Then enclose 6 UPC symbols from any style cartons of *Benson & Hedges, Merit, Parliament* Lights, Virginia Slims or Superslims. No postage necessary. Limit one set per person.

Please print first name or initial and last name as you wish them to appear. No more than 16 characters and spaces, please. Offer ends 4/30/92.

1st tag:

2nd tag:

By responding to this offer and signing below, I certify that I am a cigarette smoker, 21 years of age or older, I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal laws.

Signature: X (required)

Birthdate: ____ Mo. ____ Day ____ Yr.

If your name or address is incorrect, print corrections here.

Sample Sample
123 Main Street
Anytown, US 12345

2870100355266967

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